

# Home Furnishings Calendar 1951

## JANUARY

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# HOME FURNISHINGS CALENDAR

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 \* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;  
 \* G - Gardens; HF - Home Furnishings; M - Miscellaneous.  
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 25 4:00 P.M.- 7:00 P.M.	NEW LINE TO BE SHOWN <u>E.</u> The new 1950 line of Estate ranges will be previewed on this date with some models on display. Estate officials from Hamilton, Ohio, will be present. By invitation only. Publicity: Martin Weiss, Lerrick & Weiss, PL. 5-3997.	ESTATE STOVE CO.	BARBIZON-PLAZA
Thursday Oct. 25 7:00 P.M.	PRESS DINNER <u>F.</u> The annual Spice Trade Assn. dinner is to be a Mexican Fiesta this year. By invitation only to the press. It will be held in the Belvedere Room. Publicity: Thelma Weir, Publicity Associates, LO. 5-3209.	AMERICAN SPICE TRADE ASSN.	HOTEL ASTOR
Thursday Oct. 25 Just out	NEW FABRICS <u>HF.</u> This concern now has on display in their showrooms an exclusive collection of hand-screened imported Swedish linens. Also a complete line of fabrics from Artweave's looms. Publicity: Louise Weiner, MU. 2-2444.	FABRY ASSOCIATES, INC.	6 EAST 53RD STREET
Thursday Oct. 25 Just out	NEW STORM WINDOW <u>B.</u> A sturdy, non-breakable plastic storm window for double hung sash is now being manufactured by Columbia Mills, Inc. It is held in place with optimum tension locks, and all metal parts are aluminum to prevent rust or stain. Condensation is eliminated and storm windows may be installed from inside house. Independent testing laboratories report that this storm window compares most favorably with others selling at three times its cost. Aluminum mesh screening comes with the window and replaces the plastic inserts for summer use. Publicity: J. M. Weaver, MU. 3-9440.	COLUMBIA MILLS, INC.	NATIONWIDE
Thursday Oct. 25 Just out	NEW VISTA CURTAIN <u>HF.</u> A new tropical vista curtain in four panels and six different colorations is now available. It is printed on duPont's "thick and thin" cloth and is called "Tropique". Planned for picture windows and adjustable to various glass areas it is available through the decorating departments of larger department stores and through interior decorators. Publicity: Philip Schuyler or Ruth Maybank, LE. 2-7800, Ext. 210.	F. SCHUMACHER & CO.	60 WEST 40TH STREET
Thursday Oct. 25	NEW OFFICE SPACE <u>M.</u> The Office of the Building of The Merchandise Mart has moved to temporary quarters in Room 506 to release space for the Interstate Co. It is expected to remain on the Fifth Floor for about nine months when it is hoped to locate it in a central position on the main floor. The merchandising Service is now on the Second Floor and Tour Headquarters are on the Eleventh Floor. Contact: Wallace O. Ollman, Mdse. Mart, Chicago.	MERCHANDISE MART	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 25 Just out	<u>NEW BOOKLET</u> <u>E.</u> A new booklet, "Shortcuts to Better Electric Dishwashing", prepared by the makers of Electrasol, is now available. The booklet is available to home economics editors without charge; to the public at 10¢ a copy to defray production costs partially. It tells how to avoid spotty glasses or film on dishes. Contact: A. G. Osborn, Economics Laboratory, Guardian Building, St. Paul, Minnesota.	ECONOMICS LABORATORY	ST. PAUL, MINN.
Thursday Oct. 25 Just out	<u>NEW FURNITURE LINE</u> <u>HF.</u> A new furniture line designed by Harold Bartoe combines the familiar appearance of upholstered furniture with the streamlined sleekness of metal. Finishes are varied: polished chrome, baked enamel on metal, brushed chrome. Pieces are also available with wood turned legs of birch or oak in any finish. All pieces can be made as sectionals. Group consists of a sofa or armless settee, lounge chair, two pull-up chairs and a card table of natural birch with a "subway cane" top. Entire group retails for just over \$1,000 in muslin. Contact: Gladys Litt, Lehigh Furniture Corp., 16 East 53rd St., SA. 2-2873.	LEHIGH FURNITURE CORP.	16 EAST 53RD ST.
Thursday Oct. 26 Just out	<u>NEW CATALOG</u> <u>HF.</u> A first catalog showing a complete line of modern contemporary furniture by this concern is now available through Fabry Associates, Inc. PL. 3-8931. Publicity: Louise Weiner, MU. 2-2444.	FABRY ASSOCIATES, INC.	6 EAST 53RD ST.
Oct. 25- Nov. 2	<u>F. CLEVELAND FOOD &amp; HOME SHOW, CLEVELAND PUBLIC AUDIT, CLEVELAND, OHIO.</u> CONTACT: H.S. GLENZER, 1847 EAST 55TH STREET, CLEVELAND 3, OHIO.		
Oct. 25- Nov. 3	<u>F. APPLE WEEK.</u> SPONSOR: NATL. APPLE WEEK ASSN., 154 EAST AVENUE, ROCHESTER, N. Y.		
Oct. 27- Nov. 1	<u>B. NATL. TRADE SHOW, NATL. ASSN. OF HOME BUILDERS, CLARIDGE, ATLANTIC CITY.</u> CONTACT: MR. FRANK W. CORTRIGHT, 1028 CONN. AVE., N.W., WASHINGTON, D. C.		
Oct. 27- Nov. 3	<u>F. BALTIMORE FOOD SHOW &amp; HOME APPLIANCE EXPOSITION, 5TH REG. ARMORY.</u> CONTACT: JOSEPH L. MANNING, ROOM 403, 22 S. LIGHT ST., BALTIMORE 2, MD.		
Oct. 27- Nov. 3	<u>HF. CANADA RADIO WEEK.</u> CONTACT: JOHN D. CAMPBELL, CANADIAN WESTINGHOUSE CO. LTD., HAMILTON, ONT.		

WEEK BEGINNING MONDAY, OCTOBER 29, 1951

Monday Oct. 29- Nov. 2	<u>FURNISHINGS AND FABRICS</u> <u>HF.</u> An exhibit arranged by the Portland chapter of the A.I.D. will present a range of decorative periods in furnishings keyed to Northwest homes. There will also be a supplementary showing of Scalamandre decorating fabrics. Open daily, 10 A.M. to 5 P.M. Contact: Grace Holm, Oregonian Hostess House, S.W. Broadway & Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	PORTLAND, OREGON
Monday Oct. 29	<u>NEW QUARTERS</u> <u>HF.</u> On this date this concern will move to its new quarters at the above address where it will have on display Marianna Von Allesch modern ceramic lamps and assorted accessories. Date of formal opening and reception will be announced later. Publicity: Louise Weiner, MU. 2-2444.	CLAY & GLASS, INC.	714 MADISON AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 29 Going on	NEW FURNITURE GROUP <u>HF.</u> Paul McCobb's new Predictor Group of nineteen case goods and upholstered pieces will be available on this date in New York and in November throughout the country. Outlets in New York are Bloomingdale's, Modern-age and W. & J. Sloane. Publicity: Virginia Burdick, OR. 4-6462.	B. C. MESBERG	COUNTRYWIDE
Tuesday Oct. 30 12:30 P.M.- 2:00 P.M.	PRESS LUNCHEON <u>HF.</u> A press luncheon to introduce new Waite rugs will be held at the company's New York showroom on the 15th floor. By invitation only. Publicity: Faith E. Willcox, MU. 6-0592.	WAITE CARPET CO.	295 FIFTH AVENUE
Tuesday Oct. 30 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> Please Note Change of Date. The second annual exhibition of fabrics by painters and sculptors will be shown to the press and will remain open until Dec. 15. It may be seen by the trade and public from 10 A.M. to 6 P.M. daily. Modern American fabrics designed by Perspectives will be featured and a special Pan-American group of inspirational material by South American artists will also be shown. Refreshments will be served. By invitation only. Publicity: Marsh Healy Associates, 2 West 46th St., PL. 7-5809.	PERSPECTIVE GALLERY	34 EAST 51ST STREET
Thursday Oct. 30 8:00 P.M.	SIXTH LECTURE <u>HF.</u> Subject of this lecture will be "Bad Taste" - Does Industry Cater To It? Speakers are Aline Louchheim, Art Critic on the New York Times, and T.H. Robsjohm-Gibblings, Furniture Designer. Tickets are \$2. Contact: Josephine Brush, Home Fashions League, MU. 7-8122.	HOME FASHIONS LEAGUE	40 EAST 35TH STREET
Wednesday Oct. 31 12:00 M.- 7:00 P.M.	PRESS SHOWING <u>F.</u> A private showing for the press and special invited guests will be held with a special tasting contest at noon, conducted by Jeanne Owen, in which celebrated gourmets will taste fine cheeses and pate de foie gras. By invitation card only. Contact: Mrs. Nancy Ford, MU. 8-5552.	WHITE TURKEY GOURMET SHOP	16 EAST 49TH STREET
Oct. 31- Nov. 3	<u>B.</u> PAINT INDUSTRIES' SHOW, CHALFONTE-HADDON HALL, ATLANTIC CITY, N.J. CONTACT: C. HOMER FLYNN, 1524 CHESTNUT ST., PHILADELPHIA 2, PENNA.		
Wednesday Oct. 31 Just out	BOOK OF CENTERPIECES <u>HF.</u> A new book on arrangements of driftwood and other dried materials will be published by Tatsua Ishimoto, the author of "The Art of Flower Arrangement." Publicity: Sam Post, MU. 5-8550.	CROWN PUBLISHERS	419 FIFTH AVENUE
Thursday Nov. 1 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST <u>HF.</u> A Continental Breakfast will be held for the press to introduce M. Singer & Sons' new line - Modern by Singer - an entirely new approach to modern furniture - designed by a distinguished group of Italian and American architects and designers. Included are Gio Ponto, Carlo di Carli, Ico Parisi, Carlo Mollino and Bertha Schaefer, A.I.D., noted designer and colorist. A new modern showroom, designed by Richard Kelly, well-known lighting consultant, and Miss Schaefer has been created to house this new group of some thirty-five cabinet and upholstered pieces. Press party by invitation only. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	36 EAST 19TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> The new Dunbar showrooms designed by Edward J. Wormley will be shown to the press at a cocktail party on this date. By invitation only. Contact: Harold Siesel, PL. 3-3790.	DUNBAR FURN. CO.	305 EAST 63RD ST.
Thursday Nov. 1 Just out	NEW WALLPAPER PATTERN <u>HF.</u> A new Johannes Schiffer wallpaper pattern showing a famous French Riviera landscape rendered in free, modern style is to be available. Monotone wash drawing technique in white on high-style colored grounds makes this design particularly appropriate for dining rooms or halls. Contact: Inez Croom, CY. 2-2483.	INEZ CROOM, INC.	3406 PARK AVENUE
Nov. 4- Nov. 11	<u>G.</u> NATIONAL FLOWER WEEK, SPONSOR: SOC. OF AM. FLORISTS & ORNAMENTAL HORTICULTURALISTS, 600 SOUTH MICHIGAN AVE., CHICAGO 5, ILLINOIS.		
Nov. 4- Dec. 2	<u>HF.</u> SIXTEENTH NATL. CERAMIC EXHIBITION, MUSEUM OF FINE ARTS, SYRACUSE, N.Y. CONTACT: ANNA W. OLMSTEAD, 407 JAMES STREET, SYRACUSE 3, N. Y.		
<u>WEEK BEGINNING MONDAY, NOVEMBER 5, 1951</u>			
Monday Nov. 5 4:00 P.M.- 7:00 P.M.	TRADE COCKTAIL PARTY <u>HF.</u> A cocktail party will be held for the trade to introduce M. Singer & Sons' new line - Modern by Singer - designed by a distinguished group of Italian and American architects and designers listed under date of Nov. 1 above. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	36 EAST 19TH STREET
Monday Nov. 5	NEW GLASSWARE LINE <u>HF.</u> On this date and coincidental with the publication of the Nov. 5 issue of Life, Libbey Glass will start its promotion of the new Treasure Island glassware line and the Kentucky Tavern whiskey packaged in a matching decanter by Glenmore Distilleries. Publicity: Steve Hannagan, PL. 5-2900.	LIBBEY GLASS	TOLEDO, OHIO
Monday Nov. 5- Nov. 7	CRAFTS EXHIBIT <u>HF.</u> An exhibit of handweaving, ceramics and silver, sponsored by the Portland Arts and Crafts Society will be held. Table settings featuring handmade linens, pottery and silver will be shown as well as a display tracing the development of Oregon flax fibre into yarn. Open daily 10 A.M. to 9 P.M. Contact: Grace Holm, Oregonian Hostess House, S. W. Broadway and Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	PORTLAND 1, OREGON
Nov. 5- Nov. 8	<u>HF.</u> PHILADELPHIA ANTIQUES FAIR, BELLEVUE-STRATFORD, PHILADELPHIA, PA. CONTACT: C. B. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Nov. 5- Nov. 8	<u>HF.</u> COPLEY PLAZA ANTIQUES SHOW, COPLEY PLAZA HOTEL, BOSTON, MASS. CONTACT: MRS. DOROTHY HAZEN, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Nov. 5- Nov. 8	<u>B.</u> ALL-INDUSTRY REFRIGERATION AND AIR CONDITIONING EXPOSITION, NAVY PIER CHICAGO, ILL., CONTACT: GEORGE E. MILLS, 1346 CONN. AVE., WASHINGTON 6, D.C.		
Nov. 5- Nov. 8	<u>HF.</u> ST. JOSEPH HOME SHOW, ST. JOSEPH, MISSOURI. CONTACT: BERNARD WITT, JR., 401 N. 4TH ST., ST. JOSEPH, MISSOURI.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 5- Nov. 9	OPEN HOUSE <u>HF.</u> An "open house" for all members of the League will be held daily from 4 to 6 P.M. during the week of Nov. 5. Imported sherry by Sandeman will be served. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	141 EAST 44TH ST.
Nov. 5- Nov. 11	<u>M.</u> WOMEN'S INTERNATL. EXPOSITION OF ARTS & INDUSTRIES, 71ST. REG. ARMORY. CONTACT: MRS. ADELE B. SCOTT, 480 LEXINGTON AVENUE, NEW YORK 17, N. Y.		
Tuesday Nov. 6- Nov. 7	KATHI URBACH EXHIBIT <u>HF.</u> In connection with an exhibit of her decorative art work, artist-designer Kathi Urbach will make a personal appearance at R. H. Stearns. Many special fabric-sculptured figurines, in color combinations to match selected dinnerware patterns, will be shown as well as several of her large fibre paintings and three-paneled sculptured screens. Publicity: Frances Carter Scott, OR. 5-3815.	R. H. STEARNS	BOSTON, MASS.
Thursday Nov. 8 4:00 P.M.- 7:00 P.M.	PRESS PARTY <u>F.</u> A press party to introduce Medaglia D'Oro, a real demi-tasse coffee, will be held, by invitation only, in the Jade Room. Publicity: Marion B. Allen, 521 Fifth Avenue, MU. 2-8645.	MEDAGLIA D'ORO COFFEE	WALDORF-ASTORIA
Thursday Nov. 8	<u>HF.</u> REGULAR MEETING, UPH. FURN. MFRS. ASSN, HOTEL McALPIN, NEW YORK, N. Y. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Nov. 8- Nov. 9	<u>M.</u> PRODUCTION CONFERENCE, A. M. A., PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK, N. Y.		
Nov. 11	ARMISTICE DAY (Holiday on Monday, Nov. 12).		
Nov. 11- Nov. 15	<u>HF.</u> SOUTHWESTERN ANTIQUE SHOW, SCIENCE BLDG., DALLAS, TEXAS. CONTACT: MRS. MARGARET TREMBLEY, 2706 FAIRMONT ST., DALLAS, TEXAS.		
Nov. 11- Nov. 18	<u>HF.</u> FRESNO NATIONAL HOME SHOW, FRESNO, CALIFORNIA. CONTACT: JIM WILSON, MGR., 324 ANGLO BANK BLDG., FRESNO, CALIFORNIA.		

#### ADVANCE DATES AND NOTICES

Nov. 12- Nov. 15	<u>HF.</u> NATL. ASSN. OF BEDDING MFRS. TRADE SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: W. H. GLEASON, ROOM 1647, MERCHANDISE MART, CHICAGO 54, ILL.		
Nov. 12- Nov. 15	<u>F.</u> NATIONAL BEVERAGE EXPOSITION, WASHINGTON, D. C. CONTACT: JOHN J. RILEY, 1128 16TH STREET, N.W., WASHINGTON 6, D. C.		
Nov. 12- Nov. 17	<u>HF.</u> EASTERN STATES ANTIQUES FAIR, WHITE PLAINS, N. Y. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N.Y.		
Tuesday Nov. 13 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> An exhibition of antique 18th and early 19th century scenic wall-papers from the collection of Isabella Barclay, Inc., will be shown to the press at a cocktail party. Contact: Harold Siesel, PL. 3-3790.	BRUNOVAN, INC.	383 MADISON AVENUE
Nov. 15- Nov. 16	<u>M.</u> INSURANCE CONFERENCE, A.M.A., DRAKE HOTEL, CHICAGO, ILLINOIS. CONTACT: J. O. RICE, 330 WEST 42ND STREET, N. Y. C.		
Nov. 22	THANKSGIVING DAY (Holiday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Friday Oct. 26- Oct. 28	CHRYSANTHEMUM SHOW G. The seventh annual chrysanthemum show will feature displays by Totty's of Madison, N.J., Julius Roehrs Co. of Rutherford, N.J. and classes in artistic arrangement. Publicity: Dorothy E. Hansell, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.
Nov. 8- Nov. 10	G. AUTUMN FLOWER SHOW, HORTICULTURAL SOCIETY OF N.Y., ESSEX HOUSE, N.Y.C. CONTACT: RICHARD B. FARNHAM, 157 W. 58TH ST., ESSEX HOUSE, N.Y.C.		
Tuesday Nov. 13	PRESS PREVIEW M. A press preview of "Revolution and Tradition", an exhibition tracing the chief movements in American painting from 1900 to the present will be held on this date and will be open to the public from Nov. 15-Jan. 6 Publicity: John Gordon, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Tuesday Nov. 20- Dec. 22	CHRISTMAS GIFT EXHIBITION HF. A large group of Christmas gifts, chosen for their good design qualities by the Institute, comprising more than 200 articles including glassware, china, pottery, silver ware, kitchenware, appliances, fabrics, furniture and toys. Gyorgy Kepes, Professor of Visual Design at the Massachusetts Institute of Technology, has designed an unusual setting for the exhibition. Information as to sources and prices will be available. Contact: Institute of Contemporary Art, 138 Newbury St., Boston, Mass.	INSTITUTE OF CONTEMPORARY ART	138 NEWBURY STREET BOSTON, MASS.
Wednesday Nov. 28- Jan. 27	GOOD DESIGN EXHIBIT HF. The best designs in home furnishings selected from the Chicago Merchandise Mart exhibition for 1951 will be on view here. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

#### EDITORIAL REQUIREMENTS

For Grit Publishing Co., Williamsport, Pennsylvania.

This publisher conducts a regular mail order shopping page called "Shop-portunities." Photographs and brief descriptions, including price and mail order source on interesting gifts and other items not generally available to people living in very small towns are desired. Grit has a circulation of over 650,000 highly concentrated in towns where retail stocks and selections are limited. Address: F. Louise Hall.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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Zelda K. Schiller, Circulation Manager

Hilda Kassell, Promotion Director

Alice Kline, Food Editor

HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, \$30;  
six months, \$18; three months, \$10; single copy, \$1.